

RICHMOND, VA., SUNDAY, JULY 30, 1916.

RICHMOND---

Automobile Center of the South

Enterprise of the Kaehler Motor Company Has Been the Factor of Most Importance in Developing Sales of Cars in Virginia

REEPING in mind the fact that the automobile industry is fifth in importance in the United States, Richmond may pride itself on being the foremost Southern city for the distribution of motor cars.

In 1910 there was no automobile salesroom for the display of cars in the city. In that year the Ford Auto Company, with Robert F. Kaehler as managing partner, established headquarters in Richmond for the sale of Ford cars throughout Virginia.

The next year the Kaehler Motor Company, with Mr. Kaehler as sole proprietor, succeeded to the business of the Ford Auto Company. The magnificent sales and service building at Broad and Ryland Streets was built.

To the record made by the Kaehler Motor Company is principally due the important position Richmond now occupies as an automobile distribution point.

MORE than ten thousand Ford cars have been sold by the Kaehler organization. Its enterprise in establishing the most complete sales and service plant in Richmond has only been equalled by the aggressiveness of its business-building policies.

One-third of the total number of automobile-selling agencies in the State are a part of the Kaehler organization. This means the most complete service facilities to be found in Virginia.

The Kaehler Motor Company stands alone in the character of free service that it has extended its customers. It was the first to maintain a staff of mechanics for the sole purpose of giving free service and making adjustments without charge. There are practically no other agencies in the entire country that have carried out this policy to the same extent.

EXCLUDING six years of successful representation of the Ford Motor Company, the Kaehler Motor Company is entering a broader field. The present building, at Broad and Ryland Streets, will be devoted entirely to the sale and care of Saxon Cars. The sale of Ford Supplies and Accessories will be continued in an entirely separate building, and on a much larger scale than formerly.

Henceforth the Kaehler Motor Company will operate throughout the State of Virginia and the District of Columbia. Branch stores will be opened in Norfolk and Washington, and the facilities in Richmond will be increased.

After months of thorough investigation; after many large manufacturers of cars had offered attractive inducements; the Kaehler Motor Company determined upon the SAXON "Four" at \$395 and the SAXON "Six" at \$815, as the cars which present the greatest possibilities for building up a bigger, more extensive organization than the Company now has.

Its Record of Past Satisfaction Guarantees Future Service of the Highest Order

